In the Claims:

1.(currently amended) An electrically heated apparatus for dispensing fragrancing materials and other volatile substances to an enclosed volume comprising:

~~a container containing a quantity of a volatile substance~~,

a heating means consisting of a flexible film heater having at least one layer of resistive material which is formed from a resistive ink, a resistive wire or a combination thereof, two insulating layers attached to opposed surfaces of the layer of the resistive material, and contact portions of conductive material in electrical contact with resistive material;

a container containing a quantity of a volatile substance;

transfer means for transferring said volatile substance towards said heating means, and, ~~and~~

a portable power supply for energising said heating means. ~~means, characterised in that said heating means comprises a flexible thin film heater comprising a laminate having at least one laminar of resistive material and two insulating laminars attached to opposed surfaces of the resistive material laminar.~~

2.(previously presented) Electrically heated apparatus according to claim 1 wherein the resistive material has positive temperature coefficient characteristics.

3.(canceled)

4.(canceled)

5.(canceled)

6.(currently amended) Electrically heated apparatus according to claim 1 wherein the layer of ~~laminar or~~ resistive material of the flexible film heater is formed from

one or more layers of resistive ink or resistive wire, each layer having a thickness of between 10 and 1000 microns.

7.(currently amended) Electrically heated apparatus according to claim 6 wherein the layer ~~laminar~~ of resistive material is formed from one or more layers of resistive ink or resistive wire, each layer having a thickness of between 10 and 100 microns.

8.(currently amended) Electrically heated apparatus according to claim 7 wherein the layer ~~laminar~~ of resistive material is formed from one or more layers of resistive ink or resistive wire each layer having a thickness of between 20 and 50 microns.

9.(currently amended) Electrically heated apparatus according to claim wherein the flexible ~~thin~~ film heater has an overall thickness of between 20 and 1000 microns.

10(currently amended) Electrically heated apparatus according to claim 9 ~~1~~ wherein the flexible ~~thin~~ film heater has an overall thickness of between 40 and 100 microns.

11.(currently amended) Electrically heated apparatus according to claim 1 wherein the portable power supply comprises one or more battery cells.

12.(previously presented) Electrically heated apparatus according to claim 11 wherein the battery cell or cells are rechargeable.

13.(previously presented) Electrically heated apparatus according to claim 1 wherein said transfer means comprises a capillary tube.

14.(previously presented) Electrically heated apparatus according to claim 1 wherein said transfer means comprises a wick or capillary film.

15.(currently amended) Electrically heated apparatus according to claim 14 ~~1~~ wherein said heating means is attached to or held in proximity to said wick or capillary film.

16.(previously presented) Electrically heated apparatus according to claim 15 wherein said heating means is located at least partially within said wick.

17.(currently amended) Electrically heated apparatus according to claim 16 wherein said wick is cylindrical and said heating means is located in a bore of the cylindrical wick ~~cylinder~~.

18.(previously presented) Electrically heated apparatus according to claim 15 wherein said heating means is wrapped at least partially around an outer surface of said wick.

19.(previously presented) Electrically heated apparatus according to claim 1 further comprising timing means operable to energise said heating means periodically.

20.(previously presented) Electrically heated apparatus according to claim 19 wherein the periodicity is pre-programmed.

21.(previously presented) Electrically heated apparatus according to claim 19 wherein the periodicity is user defined.

22.(previously presented) Electrically heated apparatus according to claim 19 wherein each period of energisation is for between 1 second and 5 minutes.

23.(previously presented) Electrically heated apparatus according to claim 19 wherein each period of energisation is for between 1 second and 1 minute.

24.(canceled)

25.(canceled)

26.(previously presented) Electrically heated apparatus according to claim 1 further comprising timing means operable to switch said heating means periodically from a low power state to a high power state.

27.(new) Electrically heated apparatus according to claim 1, wherein the heating means is characterized in being heatable to a temperature between 40 and 90 degrees Celsius.

28.(new) Electrically heated apparatus according to claim 27, wherein the the heating means is characterized in being heatable to a temperature between 40 and 80 degrees Celsius.

29.(new) Electrically heated apparatus according to claim 14, wherein the transfer means is a cylindrical wick, and the heating means is formed as an elongate strip which is wrapped around an external surface of said cylindrical wick in a spiral arrangement.

30.(new) Electrically heated apparatus according to claim 1, wherein the resistive material of the flexible film heater, when electrically energized, reaches from an ambient temperature an operating temperature of approximately 70 degrees Celsius in not more than 2 seconds.